

# College Park Age-Friendly Action Plan

An M-NCPPC Planning Assistance to  
Municipalities & Communities  
Sponsored Project



**Applicant:** City of College Park

**Consultant Team:**

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 MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
Prince George's County Planning Department

# Why We Are Here

City of College Park  
City Council briefing  
June 7, 2022



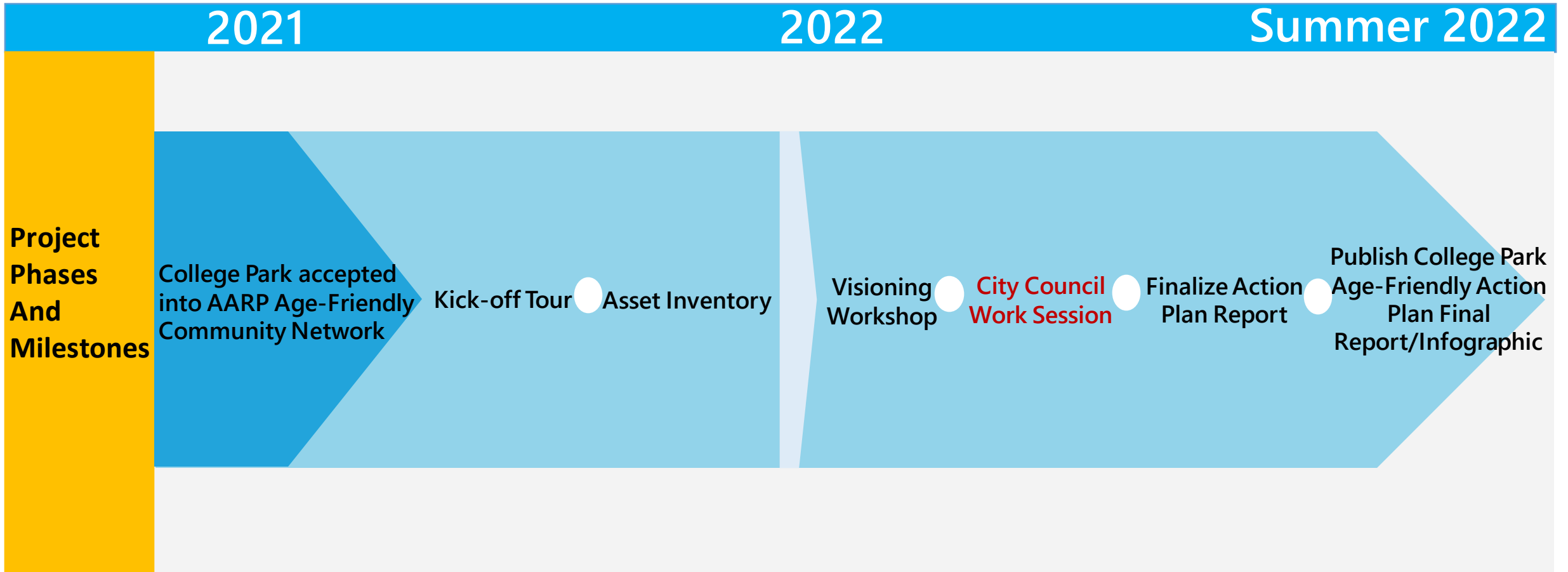
Inform the City Council on work-to-date on the College Park Age-Friendly Action Plan



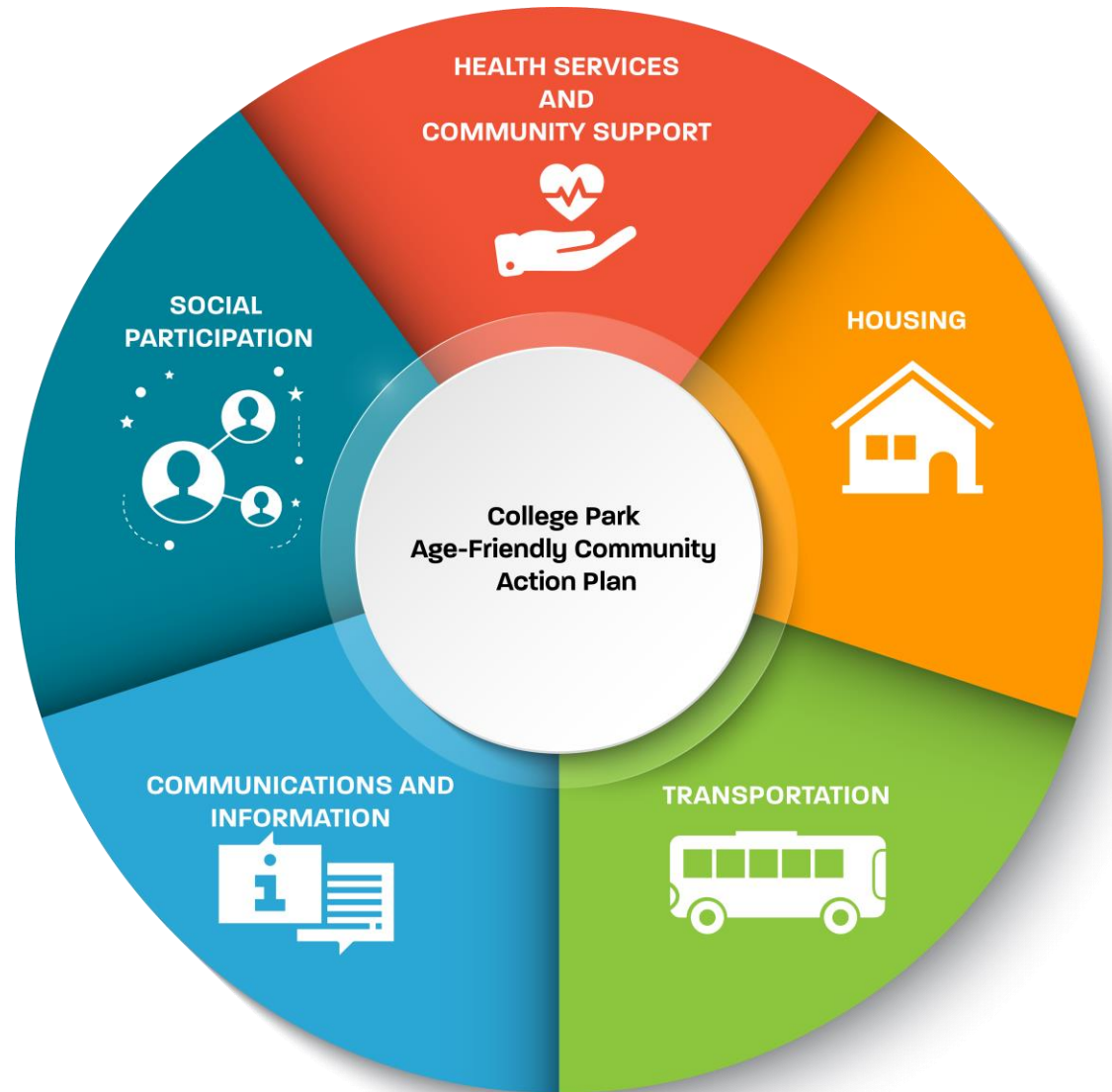
Review mission, goals, objectives, and short-term actions



# Where We Are



# College Park's Five Livability Areas





# Social Participation



# Social Participation

## Goal 1: Local opportunities for residents to connect

OBJECTIVES	ACTION ITEMS
Create neighborhood events to enhance local ties	Recruit a volunteer committee to coordinate events and raise funds/sponsorships
	Partner with neighborhood and civic associations to co-host fun events
	Mayor/Council host morning coffee drop-in events at various restaurants
	Encourage participation in existing neighborhood events, such as National Night Out



# Social Participation

## Goal 2: Offer additional social and educational events to residents

OBJECTIVES	ACTION ITEMS
Partner with nonprofit organizations on events	Adopt a policy to allow city publication of outside event announcements for centralized access to information
	Assist organizations in curating events, such as recruiting interesting speakers
	Establish an annual volunteer awards event for which organizations can nominate individual members for outstanding community service, and residents can also make nominations; every nominee receives an award at the event
	Establish a walking club



# Social Participation

## Goal 3: Increase awareness of opportunities for continuing education and volunteering

OBJECTIVES	ACTION ITEMS
Create a clearinghouse for continuing education and volunteering opportunities	Recruit volunteers to research and create a database of opportunities, and begin to form an organization
	Publish the database to the city website
	Attempt to maintain current information in the database





# Social Participation

## Goal 4: Create a place where residents can “drop in” for informal activities and companionship

OBJECTIVES	ACTION ITEMS
Construct a new community center in the northern part of the city	As an interim solution, hold regular “drop in” hours in borrowed spaces
	Actively participate in site selection, design, and programming for a new community center



# Health Services and Community Support



# Health Services and Community Support

## Goal 1: Address senior isolation

### OBJECTIVES

Provide opportunities for individual contact and networking events

### ACTION ITEMS

Organize a volunteer committee to reach out to vulnerable residents

Host regular “drop in” hours at a borrowed space

Return to pre-pandemic events schedule

Partner on new events with organizations such as Lions and Optimists



# Health Services and Community Support

## Goal 2: Provide more services to more residents at more income levels

### OBJECTIVES

Expand the number of residents eligible for health and support services

### ACTION ITEMS

Advocate for expansion of services provided by Prince George's County agencies

Provide city-sponsored outreach and events without consideration of income



# Health Services and Community Support

## Goal 3: Enhance nutritional status of residents

### OBJECTIVES

Establish community meals program

### ACTION ITEMS

Host regular congregant meals



# Health Services and Community Support

## Goal 4: Increase recreational opportunities

### OBJECTIVES

Provide services at UMD and a new community center

### ACTION ITEMS

Request UMD allow city seniors to use recreational facilities

Install outdoor fitness gym, such as Greenfields, on city property

Participate in planning and programming for the construction of a new community center with wellness center





# Communication and Information



# Communication and Information

## Goal 1: Expand the reach of city publications

### OBJECTIVES

Make all city publications available in print format

### ACTION ITEMS

Print publications currently provided on website and by email

Mail publications to appropriate households

Place city brochures, newsletters and notices at libraries, city buildings, places of worship, and other locations frequented by residents



# Communication and Information

## Goal 2: All residents should be informed of emergencies in a timely manner

### OBJECTIVES

Immediate outreach to residents for urgent information

### ACTION ITEMS

Purchase a “Reverse 911” community alerting system

Utilize an emergency notification system to send texts to residents and businesses.



# Communication and Information

## Goal 3: Monthly city government outreach to residents

### OBJECTIVES

Host a hybrid Town Hall meeting each month

### ACTION ITEMS

Allow residents to attend in person

Enable virtual participation via the city's cable TV-23 channel and website streaming



# Communication and Information

## Goal 4: Make information accessible to non-English speakers

### OBJECTIVES

Provide all information in Spanish as well as English

### ACTION ITEMS

Create a parallel Spanish emergency notification system

Translate and print city brochures and publications in Spanish

Provide translation of the city website into Spanish





# Housing





# Housing

**Goal 1: Make affordable and “missing middle” housing more available to residents and potential residents of College Park.**

OBJECTIVES	ACTION ITEMS
Promote homeownership with down payment assistance	Research demand for down payment assistance in College Park
	Increase city down payment assistance funds for homebuyers
	Work to increase down payment assistance funds
Work with the Community Land Trust established by the College Park City–University Partnership	Increase funding for the Community Land Trust
	Seek volunteers to assist with Trust operations
Encourage developers to include more affordable units in projects	Work with County to advocate developer incentives to include more affordable housing units in their projects



# Housing

**Goal 2: Provide multifamily housing with communal space and amenities, including purpose-built senior housing.**

OBJECTIVES	ACTION ITEMS
City staff researches the potential for creating a co-housing community	Determine what is needed to create a co-housing community in College Park
	Share research findings and descriptions of the co-housing experience with city residents
	Determine local interest in living in a co-housing community by conducting a survey of residents
Senior and student housing matching program	Determine what is needed to create a housing matching program in College Park
	Determine local interest in housing matching



# Housing

## Goal 3: Help seniors manage their housing costs

### OBJECTIVES

City Council should work with County to advocate for changes to policies allowing Accessory Dwelling Units (ADU)

Develop home maintenance and rehab program for seniors

### ACTION ITEMS

Advocate for regulatory changes to permit ADUs

The city should examine potential local nonprofits to partner with that can provide home maintenance and rehab programs for seniors that include improving home accessibility

The city should set aside funds to help to defray costs for a seniors' maintenance and rehab program



# Transportation



# Transportation

## Goal 1: Provide a variety of transportation options

### OBJECTIVES

Improve options for **pedestrians**

### ACTION ITEMS

Add sidewalks where none exist

Improve walkability of trails

Add street trees to make walking cooler and more enjoyable

Add pedestrian-scale lighting

Improve options for **bicycle riders**

Enhance College Park's VeoRide system

Improve bicycle trails for safety and connectivity

Add dedicated bicycle lanes

Publish a bicycle plan and “safe riding” instructions to show designated safe routes



# Transportation

## Goal 1: Provide a variety of transportation options

OBJECTIVES	ACTION ITEMS
Enhance frequency of bus transit service and destinations	Work with WMATA and The Bus for enhanced service
	Make agreements for service with UMD shuttle and others
	Provide mid-day frequent service, not just rush hour service
	Install “real-time” transit information displays
Improve ease of using rail transit	Improve accessibility to rail stations – walking, by bus, drop-off zones
	Improve ease of getting farecards and boarding
Improve on-demand services	Add more frequency and new eligible destinations
	Improve responsiveness of staff and dispatchers





# Transportation

## Goal 2: Increase safety of transportation options

OBJECTIVES	ACTION ITEMS
Create safer sidewalks	Install sidewalks where they are non-existent or insufficient
	Maintain sidewalks to eliminate bumps and cracks, remove snow
	Make all sidewalks ADA accessible
	Create pedestrian safety campaign
Create safer streets	Consider a “road diet” on major thoroughfares
	Add crossing islands and curb extensions
	Install clear directional signage with large lettering
	Retime traffic signals to extend pedestrian crossing time
	Enforce crosswalk and speed laws
Improve safety of bicycle lanes	Add dedicated bike lanes and sharrows
	Educate walkers, bicyclists, and automobile drivers on respective rights and responsibilities



# Transportation

## Goal 3: Increase affordability of transportation

OBJECTIVES	ACTION ITEMS
Increase resources available to reduce cost to users of transportation	Pool funds from Federal, State, local, and nonprofit sources to subsidize transportation for seniors
	Advocate for free or reduced-cost bus service
	Provide free shuttles to senior center, grocery stores, and shopping centers, and evening access to events at cultural venues
Investigate additional measures to reduce cost	Recruit volunteer drivers
	Develop and train on a ridesharing app
	Research what other age-friendly communities are doing



# Transportation

## Goal 4: Improve accessibility of transportation for the elderly and mobility-impaired

OBJECTIVES	ACTION ITEMS
Improve accessibility of public transportation	Provide non-automobile access to Metro and Purple Line stations
	Work with WMATA to provide easier access to station platforms
	Provide training to bus and ride-share drivers on interacting with people with aging-related cognitive changes
Increase ADA compliant facilities	Provide compliant bus shelters
	Provide compliant ramps and crosswalks at intersections
	Provide wheelchair accessible taxi service



# Transportation

## Goal 5: Provide information, education, and outreach

OBJECTIVES	ACTION ITEMS
Provide single source of information on all modes of transportation	Create a Senior Resource Center to coordinate all the transportation modes
	Provide training/information on how to use modes of public transportation.
	Publicize availability of UMD shuttle, the accessibility features of Metro.
Increase availability of information	Provide information in languages other than English, beginning with Spanish, then any other languages spoken by more than 5% of College Park's population over 50.
	Create annual outreach events, such as a "Transportation Fair."



# Priority Action Items

Strategic Priority Areas	Recommended Action	Lead*	Budget Impact**	Potential Partners	Time***
Housing	Community Land Trust	CPC-UP	\$\$\$\$\$ (\$3M)	University, HIP	Immediate
	Home Maintenance Program	City Council, CS	\$\$\$	Housing Initiative Partnership (HIP)	S
Transportation	Install and maintain sidewalks from residential areas to commercial streets and destinations	CS	Can be fixed annual amount over several years	Grants	Annual program of selected improvements
	Recruit volunteer drivers to provide "last mile" services	Seniors Committee and YFSS	Staff time	Community nonprofits and churches	Year 1 and onward
Communication and Information	Translate all city brochures and newsletters to Spanish	CS	\$\$\$	N/A	M
	Host hybrid Town Hall meetings	CS	Minimal	N/A	S
Social Participation	Partner with neighborhoods and civic associations to host local events	CS, Seniors Committee	\$	Civic Associations	S
	Create a central source of information about city and outside organization events	CS, Mayor and Council	Minimal	Local organizations	S
Health Services and Community	Organize volunteer outreach committee to address senior isolation	CS, Seniors Committee	Minimal	N/A	S
	Borrow space for "drop in" hours	CS	\$\$	Places of worship	S

\* CS = City staff time for research and planning. YFSS = Dept of Youth, Families, and Senior Services.

\*\* \$ to \$\$\$\$\$ = least to most expensive.

\*\*\* S = Short-Term = 1-2 years. M = Medium-Term = 3-5 years.



# Progress Measures

**SMART** →

**S**pecific  
**M**easurable  
**A**ttainable  
**R**elevant  
**T**ime-bound





# **City of College Park Age-Friendly Community Action Plan**

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Questions?